RESEARCH PLAN PROPOSAL

CUSTOMER EXPECTATIONS AND SATISFACTION TOWARDS ONLINE FOOD PORTALS

For Registration to the Degree of
Doctor of Philosophy

IN THE FACULTY OF COMMERCE & MANAGEMENT

THE IIS UNIVERSITY

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August, 2018

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Introduction

In today's world when there are a number of food joints available at every step, there are only a few online food ordering portals which deliver food at doorstep of consumer. Attitude of customer towards food ordering portals highly influence the choice of the customer. In today's scenario, the selection of the online portals by the customer is mostly driven by the traits of the delivery. It is of utmost importance to understand how does a customer think, perceive and act so that the services can be framed as per the requirements of the customer, which in turn helps in the development of the brand value.

Why do some online portals fail and why does some become consumer's favorite in a very short duration? There may be some factors which affect the expectations of the customer and this study will help to answer the same.

Emergence of Online Food Portals in Indian Market

India's online ordering food portals have seen a strong growth in the number of orders received online over last 2 years. According to a study, the orders have been consistently growing at 15 percent on a quarterly basis from last January to September.

With better control on the delivery fleets, food ordering platforms such as swiggy and foodpanda were able to bring down the average time taken of delivering a meal from 47 minutes in the December quarter of 2016 to 42 minutes in the September quarter in 2017. This time duration is expected to decrease as online food portals look to boost customer satisfaction and have them order more food from their portals.

Swiggy being the leading player today has processed 100 percent of deliveries and has in-sourced deliveries since its inception in 2014. Zomato, which was best known as the restaurant search platform, has turned into the online food ordering portal, has acquired Runner, a logistics firm to boost its delivery arm. The number in 2018-19 is expected to grow at the same place.

With the emergence of the online food ordering portals, almost all the restaurants have started selling more because of the increase in demand and efficiency to deliver food at the doorstep

with the help of portals' distribution channels. The concept of online food ordering portals has also enabled customers to order food from wherever and whenever.

Customer Expectations:

The first notion of a product or a brand with its different attributes is defined as the customer expectations or expected performance of a good or a brand. In simple terms, before buying or consuming any product, an individual has some certain ideas about the goods – taste, smell, feel and or function.

'Expectations' is a term which usually serves as a standard of comparison against which the performance of any good or brand is examined and assessed.

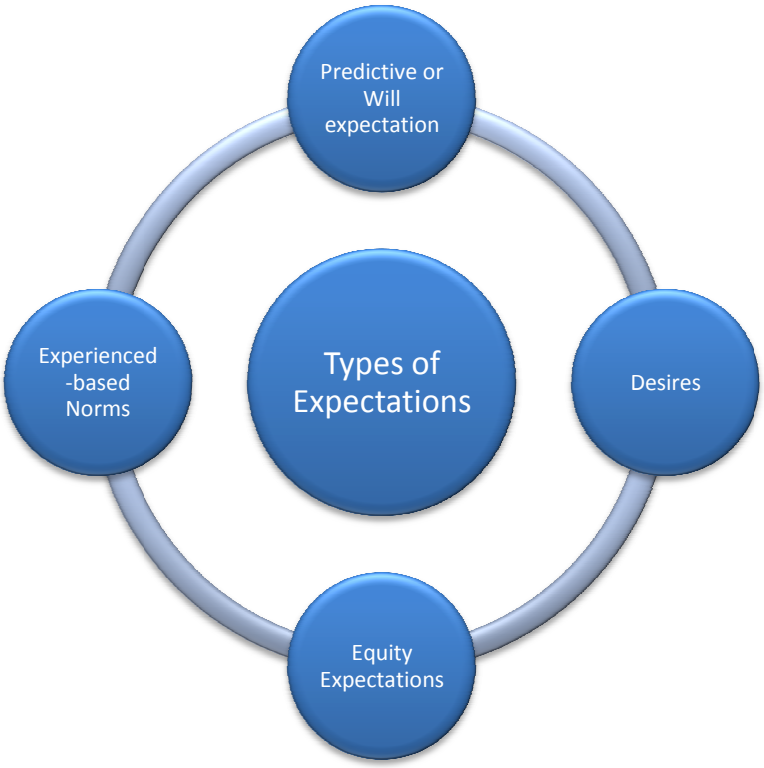

Figure: Types of Expectations

Table 1: Definitions of Expectations in Customer Satisfaction Research

Type of Expectations	Definition	Selected Author
Predictive or Will Experienced	A level of performance the consumer realistically expects from a given provider.	Tse/Wilton (1988); Boulding et al. (1993)
Desires	An individual's values (or needs, wants, desires) serving as comparison standards.	Westbrook/Reilly (1983)
Equity Expectations	What the consumer believes reasonably should occur given the product's/service's price.	Woodruff/Cadotte/Jenkins (1983); Oliver/Swan (1989)
Experienced-based Norms	The expected performance level derived from personal experiences or information received.	Woodruff/Cadotte/Jenkins (1983); Cadotte/Woodruff/Jenkins (1987)

Customer Satisfaction:

Customer satisfaction, a business term, is a measure of how goods, services and products supplied by a service provider or a company meet or surpass customer expectations. It is considered as one of the four significant prospective of balance score card, which is a key performance indicator within a business.

In today's competitive world, where businesses compete for customers, the term 'customer satisfaction' plays an important role and is seen as a significant differentiator. The term has become a key element of business strategy and drives many successful private sector organisations.

According to Kotler and Keller (2012), satisfaction is "a person's feelings of pleasure or disappointment resulting from comparing perceived products' performance (or outcome) in relation to his or her expectations". According to authors, a customer is not satisfied if the

expectations are not fulfilled by the performance and are satisfied if the performance and quality of goods match the customer's expectations and customers are delighted or in other words highly satisfied when the performance exceeds the expectations

In agreement with Kotler and Keller (2012), Woodroof (1997) defines satisfaction as the customer's feelings in response to evaluations of his/her experience with a product. Perreault and McCarthy (2002) perceive customer satisfaction as the extent to which a company fulfils the needs, desires and expectations of customers. According to Kotler and Keller (2012), there are a number of methods to define and measure the customer satisfaction. It can be traced by periodic surveys. Monitoring the loss rate of the customers is also one of the important methods; this can be calculated effectively by contacting previous customers (customers who have stopped buying the products or have stopped using the services of company or have switched to another company). Eventually, mystery shoppers could be hired by an organization who pretend to be potential buyers and give advantages and disadvantages in buying the goods or products from company and its many competitors.

Online Food Ordering Portals:

Society's response to the Internet has increased the many opportunities of businesses, from small business houses to big organizations. One of the main reasons of success of online shopping portals and online food ordering portals is well maintained and highly secure online banking. Online food ordering portals satisfy the needs of today's generation who are so busy with their work and studies. It is easiest for working professionals and students who are living far away from their homes to order their favorite food from these portals and get timely delivery with nice food.

Online food ordering portals are online-to-offline (O2O) service providers. These platforms get a lot of restaurants together and act a serving connector between restaurants and consumers. These partner restaurants upload their menus online which are easily accessible to consumers. Customers can then select their food and order online, the food gets delivered at your doors. Some major food delivery portals in Rajasthan are as follows:

Foodpanda is a German mobile food delivery portal headquartered in Berlin Germany. Foodpanda operates in 11 countries including India. Its services allow local customers to select their meals from local restaurants and place orders from its mobile app as well as website. In India, Foodpanda delivers in Agra, Ahmedabad-Gandhinagar, Amritsar, Bangalore, Bhopal, Bhubaneswar, Chandigarh, Chennai, Cochin, Coimbatore, Dehradun, Delhi, Durgapur, Faridabad, Greater Noida, Gurgaon, Guwahati, Howrah, Hyderabad, Indirapuram-Ghaziabad, Indore, Jaipur, Jalandhar, Jamshedpur, Kanpur, Kolkata, Kota, Lucknow, Ludhiana, Madurai, Mangalore, Mohali, Navi Mumbai, Thane Mumbai, Old Mysuru, Nagpur, Nashik, Noida, Panchkula, Chandigarh, Mohali, Patna, Pune, Rajkot, Roorkee, Sonipat, Surat, Tiruppur, Udaipur, Vadodara, Vapi, Vishakhapatnam and Zirakpur.

Zomato is a restaurant discovery service and online food ordering portal founded in 2008 by Deepinder Goyal and Pankaj Chaddah. It currently operates in 23 countries, including Australia and United States. The app provides information and reviews on food joints and restaurants, including images of menus and ambience.

Uber Eats is an American online food ordering portal which was launched by Uber in the year 2014. The company has partnered with restaurants in hundreds of cities around the world. Food can be ordered from their app (mobile/tablets) or from their website. The company claims to deliver the order in less than 30 minutes. The portal delivers food in the following cities in India: Bengaluru, Chandigarh, Chennai, Hyderabad, Jaipur, Kochi, Mumbai, New Delhi, Pune.

Review of Literature

Year wise division of reviewed research paper:

Year	No. of Research Paper
2009-2010	1
2010-2011	0
2012- till date	19

Hotels are successful in the market when they integrate all aspects of its services and facilities accurately and efficiently in order to meet the customer satisfaction. The main key behind the success of any business is their service quality. The analysis on the adoption of the CSFs by the SMHs to promote customer satisfaction shows that by implementing the associated activities and strategies, it is achievable to meet customer satisfaction. In order to gain customer satisfaction, the SMH service providers must apply some particular aspects**. (Nazari Narges and Rahman Azmawani Abd 2018).** Online food ordering system helps customers in placing their orders easily. It also gives them the information needed for the placing the order. The website made for restaurant and other food joints can help them in receiving orders and it is also made for admin so that it helps admin in controlling all the Food system. **(R. Adithya, Singh Abhishek, Pathan Salma, Kanade Vaishnav 2017).** In the business-to-consumer segment, web sales have been increasing dramatically over the last two decades. Customers are getting accustomed to the new shopping channels. Customers have hesitations in using the services of the online portals due to security reasons, lack of physical approach towards product offered, delays in product delivery along with price & quality concerns. More-over customers are not at all flexible. **(Hooda Sanjay, Aggarwal Sandeep 2017).** Food outlets, such as Coffee Café Day, McDonalds, Subway etc., focus on the service quality than other food outlets. With the change in environment, travelers are getting more conscious about health, hygiene and cleanliness rather than service quality. Thus service quality has become the third important factor for satisfaction of the customers. The proper layout of food outlet – seating arrangement, theme, décor and availability

of washrooms – creates the positive impact in the minds of customers.(**Kumar Sanjeev, Bhatnagar Deepali 2017)** Food Safety is one of the most important factors when it comes to customer satisfaction. It works as a mediator between quality of food and customer's satisfaction. The level of customer satisfaction depends on the safety an food quality. For both type of purchases – bakery and restaurant - safety is very much important like fresh and high quality ingredients are used for making a product. **(Mohaydin Ghulam, Chand Abubakar, Aziz Bilal, Bashir Munim, Irfan Junaid 2017)** The research is done by gathering negative feedbacks of customers from 10 partner restaurants which have the highest sales. According to the study it is found that the Chinese market is still immature and some major problems can be figured out from customers' feedbacks. To solve these problems, it is told by the author that we can neither rely on the self-discipline of the online food joint nor can we ever rely on the supervision of the delivery portals. It is only by the help of law and support from delivery portals and restaurants can these problems be solved **(Hong Lan, Li Ya'nan, Wang Shuhua 2016).** The author has observed that it is very easy for the students of Manipal to order food online as they have good internet connection and food is delivered on their doorsteps. The study reveals that the penetration of the food ordering portals in India is very high. The student users are well versed and qualified with the portals. The service providers therefore need to at least maintain the overall quality of the service levels. **(Saini Bhavya, Sethu H. S. 2016).** The increasing competition has called for adoption of new marketing strategies to influence the customer to visit the site, which in turn helps them in boosting their sales. It is important for companies to understand the degree of impact of their marketing strategies on customers **(Gopal R, Jindoliya Deepika 2016).** The Restaurant automation process is a revolutionary concept. The system is convenient, easy and effective, it proves quality of service and customer satisfaction. The emergence of this system has undoubtedly changed the way people eat in India. **(Malviya Shraddha G., Deshpande Nikita D., Mahalle Shivani G., Tantarpale Sharvari 2016).** The emergence of e-commerce is one of the reasons behind the success of online food portals. People now are in habit to ordering and buying items online. The reduced cost of smart phones and the rising standards of living have expanded the size of this target market. **(Ansari Zamarrud, Jain Surabhi 2016).** People are more brands conscious and they are satisfied with the range of Products. Customers want quality products, good services, easy availability of products and better performance by products **(Gaur Archana, Saxena Neha 2015).** Highly price products

generally enjoy more information processing hence high involvement however low price products are purchased without much information processing. The price of product and the type of product are the most important variables which categorize the products in to high involvement and low involvement **(Joshi Richa, Sharma Rashmi 2015).** The report suggests that the effect of brand name and price representing is stronger than country of origin and manufacturer and mathematically insignificant. The effect of the producers or the manufacturers on the perceived quality of a product has relative impact on it. **(Agyekum Crentsil Kofi, Haifeng Huang, Agyeiwaa Amma 2015**). Food variety, quick service and downfall in prices are three important ways in which online shopping has influenced people from all around the world. However, this concept of online shopping has led to many possibilities of privacy conflicts and frauds. Unfortunately, it has also shown that criminals are trying to manipulate the system and access personal information. With latest features of technology, measures are being taken in order to stop hackers and criminals from inappropriately accessing private databases. Thus making this entire system safe and regaining the satisfaction of customers**. (Jayasubramanian P, Sivasakthi D, Priya K Ananthi 2015).** A major role of fast food advertising is to focus on social relationships as well as communicating discount offers to increase the acceptance of fast food among the customers. Advertising must be backed by a great product at a great price **(Choudhary Priyanka, Kohli Sanjana 2015).** Customers believe that shopping products online is better than conventional shopping. They still believe that online shopping is much expensive and delayed in delivery. Exchange and return of bad/wrong product, hard-to-decipher sites and ineffective customer services are some of the many problems faced by most of the customers. According to customers, most alarming barrier is unable to verify products and online payment security. **(Vaghela Pratiksinh H. 2014).** Restaurant owners must focus on four factors of service quality, physical design, product quality and price if they consider customer satisfaction as part of their marketing strategy yet among all these four variables marketers should take service quality as the most important tool of customer satisfaction **(Sabir Raja Irfan, Irfan Muhammad, Akhtar Naeem, Pervez Muhammad Abbas, Rehman Asad ur 2013)** . This study is mainly focus on the factors from the Internet and examines those factors that affect the consumer's online shopping behaviors. It starts with the current status of the Internet development, and mentioned the background of marketing. The online retailers have to enhance and improve the information supporting such as provide much detailed product

information and use internal search engine in order to increase the efficient of information search. **(Mittal Arjun 2013).** In contemporary world, where the patients are becoming more aware towards their health and medical services, identification of the consumer preference has become an important element. Health Care provider must focus majorly on their employee competence in terms of courtesy, responsiveness, empathy, promptness, accessibility and past experience. **(Verma Siddharth, Khandelwal Utkal 2011)** Only service quality, location of the food outlet and ambience have a positive impact. Food quality revealed an unsuspected result of a negative relationship. The study shows that although perception of customers towards food quality was low, their satisfaction was still high. **(Nailul Dayang, Abdullah Munna Abang, and Rozario Francine 2009)**

Reviewed Papers/ Articles Table

Years	S.NO.	Title of paper	Publication details	Research methodology	conclusion	Observation
2018	1	Influence of Critical Success Factors (CSFs) Adoption on the Customer Satisfaction among Small- and Medium-Sized Hotels (SMHs) in Malaysia	Journal of Hotel and Business Management	Descriptive study	The main key behind the success of any business is their service quality. The analysis on the adoption of the CSFs by the SMHs to promote customer satisfaction shows that by implementing the associated activities and strategies, it is achievable to meet customer satisfaction. In order to gain customer satisfaction, the SMH service	Hotels are successful in the market when they integrate all aspects of its services and facilities accurately and efficiently in order to meet the customer satisfaction.

					providers must apply some particular aspects.	
2017	2	Online Food Ordering System	International Journal of Computer Applications	Descriptive study	The website made for restaurant and other food joints can help them in receiving orders and it is also made for admin so that it helps admin in controlling all the Food system.	Online food ordering system helps customers in placing their orders easily. It also gives them the information needed for the placing the order.
2017	3	Factors Affecting Customer Satisfaction of Food and Beverage Outlets- A Study of Food and Beverage Outlets between Amritsar and	IOSR Journal Of Humanities And Social Science	Descriptive study	Customers have hesitations in using the services of the online portals due to security reasons, lack of physical approach towards	In the business-to-consumer segment, web sales have been increasing dramatically over the last two decades. Customers are getting

		Jalandhar			product offered, delays in product delivery along with price & quality concerns. More-over customers are not flexible at all.	accustomed to the new shopping channels.
2017	4	Factors Affecting Customer Satisfaction of Food and Beverage Outlets- A Study of Food and Beverage Outlets.	IOSR Journal Of Humanities And Social Science	Exploratory study	Service quality has become the third important factor for satisfaction of the customers. The proper layout of food outlet – seating arrangement, theme, décor and availability of washrooms – creates the positive	Food outlets, such as Coffee Café Day, McDonalds, Subway etc., focus more on the service quality than other food outlets. With the change in environment, travelers are getting more conscious about health, hygiene and cleanliness rather than

					impact in the minds of customers.	service quality.
2017	5	Effect of Food Quality on Customer Perceived Satisfaction Level and Mediating Effect of Food Safety on Them	International Journal of New Technology and Research	Descriptive study	Food Safety works as a mediator between quality of food and customer's satisfaction. The level of customer satisfaction depends on the safety an food quality. For both type of purchases – bakery and restaurant - safety is very much important like fresh and high quality ingredients are used for making a product.	Food Safety is one of the most important factors when it comes to customer satisfaction.
2016	6	Improvement of	Canadian	Exploratory	The author	In this paper,

		Online Food Delivery Service Based on Consumers' Negative Comments	Social Science	study.	has concluded that we can neither rely on the self-discipline of the online food joints nor can we rely on the supervision of the delivery portals. Only with the help of law and support from delivery portals and restaurants can problem related to customer perception can be solved.	author has observed that the online food delivery market in China is still immature.
2016	7	Customer Perception and Satisfaction on Ordering Food via Internet, a Case on Foodzoned.Com, in Manipal	Proceedings of the Seventh Asia-Pacific Conference on Global Business,	Descriptive study.	The study reveals that the penetration of the food ordering portals in India is very	The author has observed that it is very easy for the students of Manipal to order food online as they have good

			Economics, Finance and Social Sciences		high. The student users are well versed and qualified with the portals. The service providers therefore need to at least maintain the overall quality of the service levels	internet connection and food is delivered on their doorsteps.
2016	8	Consumer Buying Behaviour Towards Online Shopping: A Literature Review	International Journal of Information Research and Review	Exploratory study.	The increasing competition has called for adoption of new marketing strategies to influence the customer to visit the site, which in turn helps them in boosting their sales.	It is important for companies to understand the degree of impact of their marketing strategies on customers.
2016	9	A Review Paper on Smart	International Journal of	Exploratory study	The Restaurant	According to the author,

		Restaurant Ordering System	Scientific & Engineering Research		automation process is a revolutionary concept. The system is convenient, easy and effective, it proves quality of service and customer satisfaction. The emergence of this system has undoubtedly changed the way people eat in India.	there is a great advancement in technology due to its features like low cost and ease of use.
2016	10	Food Portals – The Growth Engine" "Do You Have An Appetite?	International Journal of Management and Social Science Research Review	Exploratory study	According to the author, the emergence of e-commerce is one of the reasons behind the success of online food portals. People now	Timely delivery, integration of many restaurants, and technical skills are three major challenges

					are in habit to ordering and buying items online. The reduced cost of smart phones and the rising standards of living have expanded the size of this target market.	
2015	11	The Effect Of Humor Appeal On Change Of Consumers' Preference Towards Food Joints In Indore	International Journal of Research in Management & Social Science	Descriptive study	Customers want quality products, easy availability of products and good services. These days there is an increase in the consumption of fast food. Customers have now become more brand conscious.	According to the author, customers are price sensitive, but the changing market trend and customers view and preference shows that customers are now quality sensitive.
2015	12	Factors Affecting	International Journal of	Empirical study	The price of product and	Highly price products

		Consumer Involvement In Purchase Decisions: An Empirical Approach	Research in Management & Social Science		the type of product are the most important variables which categorize the products in to high involvement and low involvement	generally enjoy more information processing hence high involvement however low price products are purchased without much information processing.
2015	13	Consumer Perception of Product Quality	Scientific and Academic Publishing	Empirical study	The effect of the producers or the manufacturers on the perceived quality of a product has relative impact on the customer perception.	The effect of brand name and price representing is stronger than country of origin and manufacturer and mathematically insignificant.
2015	14	A Study on Customer Satisfaction towards Online Shopping	International Journal of Applied Research	Descriptive study	This concept of online shopping has led to many possibilities of privacy conflicts and	Food variety, quick service and downfall in prices are three important ways in which online

					frauds. Unfortunately, it has also shown that criminals are trying to manipulate the system and access personal information. With latest features of technology, measures are being taken in order to stop hackers and criminals from inappropriatel y accessing private databases. Thus making this entire system safe and regaining the satisfaction of customers.	shopping has influenced people from all around the world.

2013	15	Impact Of Advertising On Buying Behaviour Of Consumers - A Special Reference To Fast Food Restaurants	International Journal of Research in Management & Social Science	Descriptive study	A key takeaway for the fast food advertising is to focus on social relationships as well as communicating discount offers to increase the acceptance of fast food among the target population.	With the proliferation of internet and television, contemporary generation has become far more exposed to messages communicate through these portals.
2014	16	A Study On Consumer Perception Towards Online Shopping	International Journal of Technology Marketing	Descriptive study	Customers believe that shopping products online is better than conventional shopping. They still believe that online shopping is much expensive and	According to the author, most of customer having experience of online shopping

					delayed in delivery. Exchange and return of bad/wrong product, hard-to-decipher sites and ineffective customer services are some of the many problems faced by most of the customers. According to customers, most alarming barrier is unable to verify products and online payment security.	
2013	17	Customer Satisfaction in the Restaurant Industry;	Journal of Asian Business Strategy	Exploratory study	According to the author, restaurant owners must	Service quality, physical design, product

		Examining the Model in Local Industry Perspective			focus on four factors of service quality, physical design, product quality and price if they consider customer satisfaction as part of their marketing strategy yet among all these four variables marketers should take service quality as the most important tool of customer satisfaction	quality and price are important part of customer satisfaction.
2013	18	E-commerce: It's Impact on consumer Behavior	Global Journal of Management and Business Studies	Descriptive study	According to the author, factors that affect the customer online	The online retailers have to enhance their information providing

					shopping behaviours start with the current status of the Internet development, and mention the background of marketing	systems and use internal search engine in order to increase the efficiency.
2013	19	Consumer preferences towards service industry: a factorial study of healthcare industry	International Journal of Multidisciplinary Research	Descriptive study	In contemporary world, where the patients are becoming more aware towards their health and medical services, identification of the consumer preference has become an important element.	Health Care providers should focus on their employee competence in terms of courtesy and responsiveness.
2009	20	Influence of Service and Product Quality	World Academy of Science, Engineering	Exploratory study	Food quality revealed an unsuspected result of a	Only service quality, location of the food outlet and

		towards Customer Satisfaction: A Case Study at the Staff Cafeteria in the Hotel Industry	and Technology		negative relationship. The study shows that although perception of customers towards food quality was low, their satisfaction was still high.	ambience have a positive impact.

Research Gap

On the basis of literature review it is observed that society is inclining towards the use of online food portals for ordering food in their daily routine. Online food ordering portals are satisfying daily needs of customers. Studies on customers' expectations and satisfaction with online food portals had been mainly **conducted at international level.** Since online food ordering portals have just emerged in Indian market, the research on these portals has not been covered properly. Since online food ordering portals such as Zomato, FoodPanda etc. are new to Indian market so it calls for conducting the research work **for identifying the factors which are pulling customers towards it.** Customers' expectations and satisfaction are required to be studied so as to know about the area where focus is required for online food portals to remain in the market for long term**.**

Relevance of the study

With the introduction of online food ordering portals in India, maintaining and handling the loyal and prospective customers have become a latest challenge for all the online food ordering portals. To retain the customers who have just used the services of the online food portals, it is of utmost importance to understand the factors and possible causes that attracts them towards online food portals.

With this study, marketers who work for these online food portals could easily understand their target set of consumers and would be able to meet their requirements. This study will help to understand the expectations and perception of customers towards such portals and their preferences. It will help in understanding the customers personality that would help in understanding the mindset of Indian customers of online food portals.

The earlier studies, that have been conducted on online food portals, are mostly found outside India. Hence this study is crucial to be conducted in India and to be more precise in Rajasthan state.

Factors Affecting customer's satisfaction and expectation towards online food portals:

1. Marketing strategies
2. Food quality
3. Service quality
4. Hygiene
5. Time duration
6. Awareness
7. Coupons
8. Discounts
9. Feedbacks
10. Reliability

Scope of the Study

The proposed study aims at ascertaining the customers' expectations and satisfaction with online food ordering portals. This research can be used by online food portals for bridging the gap between customer expectations and their satisfaction level to ensure sustainability of this innovation. This research will contribute to the limited research works that cover this field of study. This study will revolve around the expectations of consumers from online food portals. It will also be restricted to some selected online food portals. Customers' expectations and satisfaction will be taken in account with the help of primary data (questionnaire).

Research Objectives

- To study the awareness among the consumers on online food portals.
- To study the expectations of the consumers from online food portals in terms of quality, reliability and price.
- To study the factors that are responsible for growing popularity of online booking and ordering food in Rajasthan.
- To measure the satisfaction level regarding online food portals.

Hypotheses of the Study

H_{01}: There is no significant association between customer expectation and satisfaction with regard to online food portals.

Research Methodology

Research Design:

The proposed study will be based on the following Research Design:

Exploratory	Descriptive	Empirical
Review of Literature has been undertaken and will also be referred to in future.	Presentation of data as it will be derived.	Testing the Hypotheses and validating the proposed model of the study.

Data Collection

Data will be collected from the population with the help of questionnaire. The secondary data will be collected through research papers, publications , journals and web.

Universe of the study

Universe for the proposed study will be cities of Rajasthan state. The population of the cities would be taken into consideration that actively order food online. The population would also be differentiated with the population that belongs to middle and upper middle class.

Sample Details

- **Upper Middle class and middle class population of India** would be taken into account as population for the proposed Study.
- **20% of Indian population comes under Upper Middle Class Segment and middle class segment**. (Source – Indian Government Site).
- Cities of Rajasthan State would be focused upon in the proposed study and as an assumption with the help of above stated statement 20% population of the following cities is considered as Upper Middle Segment and middle class accordingly.

cities of Rajasthan	Population	20% of this Population
Kota	1,300,000	2,60,000
Udaipur	520,000	1,04,000
Jaipur	3,750,000	7,50,000
Total	5,570,000	11,14,000

(Source – Indian Government Website)

Application of sampling Formulae:

Krejcie Morgan formula

Confidence Level = 95 %
Confidence Interval = 4%
Proportion = 5%
Population = 11,14,000

$$\text{Sample Size} = \frac{Z^2 \times p \times (1-p)}{C^2}$$

$$= \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.04)^2} = 600$$

$$\text{New Sample Size} = \frac{\text{Sample size}}{1 + (\text{Sample Size-1} / \text{Population})}$$

$$= \frac{600}{1+(600-1 / 11,14,000)}$$

$$= 599.6$$

Sample Size Determined = 600 Respondents (Closet Consumers)

Limitations

- This study will be restricted specific region of Rajasthan.
- Some data and statistical figures will also be collected from different websites that may cause an issue to the accuracy of the results.
- Some limited factors are chosen for this proposed study that are considered by customers.

Scheme of Chapterization

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	Scope for further Research	
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References

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